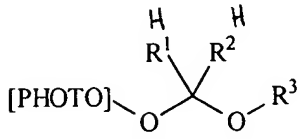
WHAT IS CLAIMED IS:

1. A photo-activated pro-accord conjugate having the formula:



wherein [PHOTO] is a photo-labile unit which upon exposure to electromagnetic radiation is capable of releasing a pro-accord unit;

R^1 is selected from:

i) C_1-C_{20} substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl;

ii) C_3-C_{20} substituted or unsubstituted, cyclic or acyclic heterocarbyl;

iii) or mixtures thereof;

R^2 is selected from:

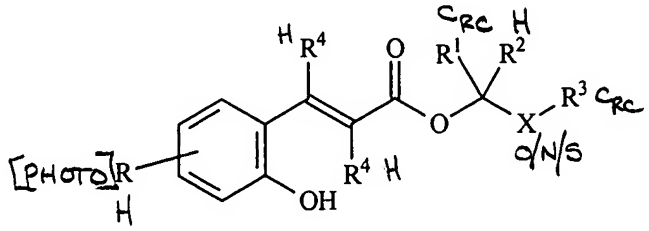
i) hydrogen;

ii) R^1;

wherein R^1 and R^2 are moieties when taken together with a carbonyl unit comprise an aldehyde or a ketone which is capable of being released by said photo labile compound; and

R^3 is a unit derived from a fragrance raw material alcohol.

2. A photo-activated pro-accord conjugate having the formula:



wherein X is:

i) -O-;

ii) -NH-;

iii) -S-;

iv) or mixtures thereof;

R is a photo-labile unit modulating group;

O = 560/75

N,S = 560/55

C07C 69/78

R^1 is selected from:

i) C_1-C_{20} substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl;

ii) C_3-C_{20} substituted or unsubstituted, cyclic or acyclic heterocarbyl;

iii) or mixtures thereof;

R^2 is selected from:

i) hydrogen;

ii) R^1;

wherein R^1 and R^2 are moieties when taken together comprise an aldehyde or a ketone which is capable of being released by said photo labile compound;

R^3 is selected from:

i) C_1-C_{20} substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl;

ii) C_3-C_{20} substituted or unsubstituted, cyclic or acyclic heterocarbyl;

iii) or mixtures thereof;

R^4 is selected from:

i) hydrogen;

ii) halogen;

iii) -OR';

iv) $-N(R')_2$;

v) -SR';

vi) nitrilo;

vii) a carbonyl comprising unit having the formula:

$$-(CH_2)_xCOR^6$$

wherein R^6 is hydrogen, -OR', $-N(R')_2$, C_1-C_{20} substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl, C_3-C_{20} substituted or unsubstituted, cyclic or acyclic heterocarbyl, or mixtures thereof;

viii) C_1-C_{20} substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl;

ix) or mixtures thereof.

3. A conjugate according to Claim 2 wherein X is oxygen.

4. A conjugate according to Claim 2 wherein R is selected from:

i) hydrogen;

ii) halogen;

iii) -OR';

iv) $-N(R')_2$;

v) -SR';

vi) -CN;

vii) $-NO_2$;

viii) -C(O)R';

ix) -C(O)OR';

x) -OC(O)R';

xi) $-SO_2R'$;

xii) $-SO_3R'$;

xiii) $-OSO_2R'$;

xiv) C_1-C_{20} substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl;

xv) C_1-C_{20} substituted or unsubstituted, linear or branched, cyclic or acyclic heterocarbyl;

xvi) or mixtures thereof;

wherein R' is hydrogen, C_1-C_{20} hydrocarbyl, -OH, and mixtures thereof;

5. A conjugate according to Claim 4 wherein R is –OH, C_1-C_{20} substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl; or mixtures thereof.

6. A conjugate according to Claim 5 wherein R is –OH.

7. A conjugate according to Claim 3 wherein R^1 and R^2 comprise a fragrance raw material ketone.

8. A conjugate according to Claim 3 wherein R^1 and R^2 comprise a fragrance raw material aldehyde.

9. A conjugate according to Claim 3 wherein R^3 is a unit derived from a fragrance raw material alcohol.

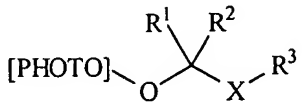
10. A conjugate according to Claim 2 wherein X is -NH-.

11. A conjugate according to Claim 10 wherein R^1 and R^2 comprise a fragrance raw material ketone.

12. A conjugate according to Claim 10 wherein R^1 and R^2 comprise a fragrance raw material aldehyde.

13. A system for delivering a fragrance accord, said system comprising:

a) from about 0.0001% by weight, of a photo-activated pro-accord conjugate, said pro-accord conjugate having the formula:



wherein [PHOTO] is a photo-labile unit which upon exposure to electromagnetic radiation is capable of releasing a pro-accord unit;

X is:

i) -O-;

ii) -NH-;

iii) -S-;

iv) or mixtures thereof;

R^1 is selected from:

i) C_1-C_{20} substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl;

ii) C_3-C_{20} substituted or unsubstituted, cyclic or acyclic heterocarbyl;

iii) or mixtures thereof;

R^2 is selected from:

i) hydrogen;

ii) R^1;

wherein R^1 and R^2 are moieties when taken together comprise an aldehyde or a ketone which is capable of being released by said photo labile compound; and

R^3 is selected from:

i) C_1-C_{20} substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl;

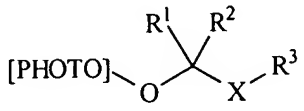
ii) C_3-C_{20} substituted or unsubstituted, cyclic or acyclic heterocarbyl;

iii) or mixtures thereof; and

b) the balance carriers and other adjunct ingredients.

14. A method for delivering an accord to a situs, said method comprising the steps of:

A) delivering to a situs a photo-activated pro-accord conjugate having the formula:



wherein [PHOTO] is a photo-labile unit which upon exposure to electromagnetic radiation is capable of releasing a pro-accord unit;

X is:

i) -O-;

ii) -NH-;

iii) -S-;

iv) or mixtures thereof;

R^1 is selected from:

i) C_1-C_{20} substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl;

ii) C_3-C_{20} substituted or unsubstituted, cyclic or acyclic heterocarbyl;

iii) or mixtures thereof;

R^2 is selected from:

i) hydrogen;

ii) R^1;

wherein R^1 and R^2 are moieties when taken together comprise an aldehyde or a ketone which is capable of being released by said photo labile compound; and

R^3 is selected from:

i) C_1-C_{20} substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl;

ii) C_3-C_{20} substituted or unsubstituted, cyclic or acyclic heterocarbyl;

iii) or mixtures thereof;

said pro-accord capable of releasing one or more fragrance raw materials; and

B) exposing said pro-accord to electromagnetic radiation capable of initiating release of said fragrance raw materials.